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FOR IMMEDIATE RELEASE

UW Credit Union Establishes a Scholarship Endowment Fund at Madison College

July 9, 2012 – Madison, WI – UW Credit Union has committed \$25,000 to a Madison College permanent endowment fund. These funds will be allocated as scholarships to one student on an annual basis. This needs-based scholarship program is open to full-time students enrolled at Madison College.

"Wisconsin residents have reason to be proud of our excellent universities and colleges, but there is an urgent need to make sure talented young people are not excluded simply because they can't afford to attend," says Jaimes Johnson, Director of Community and Campus Relations for UW Credit Union. "We're honored to help deserving students achieve their education goals."

UW Credit Union is a strong supporter of higher education and has multiple initiatives to help students afford the cost of college. This scholarship fund was established by UW Credit Union to help students achieve their educational goals, no matter what their financial capacity may be. In the past, UW Credit Union has funded annual scholarships for students attending Madison College, such as Madison College's 2010 "Win a Career" scholarship program.

"UW Credit Union understands that student success and completion are the keys to providing a well-trained workforce," said Peggy Halloran, Senior Development Officer at the Madison College Foundation. "By creating a permanent fund, UW Credit Union will provide one scholarship each year into perpetuity for talented students with financial need to help them fulfill their career dreams. Madison College is grateful for the investment UW Credit Union is making in educational excellence."

Madison College serves approximately 42,000 individuals annually, providing "real world smart" education through a comprehensive curriculum of technical, liberal arts and sciences, adult basic education and continuing education, as well as customized training for employers.

About UW Credit Union

UW Credit Union is a growing, federally insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union's 411 employees serve the financial needs of more than 166,000 members through world-class technology systems, and through a convenient network of 20 branch locations and 95 ATMs. With assets totaling more than \$1 billion, UW Credit Union is ranked nationally among the leading credit unions. Founded 80 years ago by members of the University of Wisconsin community, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh and Whitewater areas. Visit UW Credit Union at uwcu.org to learn more.